

## Sangkoo Yun



**Served on RI Board:** 2013-2015  
**Rotary Club:** Saehanyang  
**Rotary Club** Seoul, Republic of Korea  
**Location:**  
**Address:** 62 Yun Posun Gil  
Jongno Gu, Seoul 03060  
Republic of Korea  
**Phone:** +82 10-5268-5050  
**Business:** +82 2-564-0330  
**Fax:** +82 2-594-0880

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### Background Statement

Sangkoo was born on 29 October and raised in Seoul, Korea. He has been married for 44 years to Eunsun with one son, one daughter, two grandsons, and two granddaughters. He earned a Bachelor of Architecture degree and a Master of Architecture degree at the Syracuse University School of Architecture. Sangkoo also received an Honorary Doctoral Degree from the University of Edinburgh, Scotland.

He was recognized by Queen Elizabeth II as an Officer of the Most Excellent Order of the British Empire, a Friendship Medal from the President of Mongolia, and for distinguished services by the President and Prime Minister of the Republic of Korea (ROK). He is a veteran of the ROK Army and an Emeritus Elder at the Andong Presbyterian Church.

Sangkoo received a Distinguished Service Award from The Rotary Foundation and is an AKS member, benefactor, and PHS member together with Eunsun. He is a trustee of the Yun Posun Memorial Foundation (Yun Posun is a former President of the ROK), chair of the Seoul Spring Festival of Chamber Music, and a Director of the UN Association of the ROK.

He is the founder and CEO of Dongsuh Corporation, which engineers and markets architectural materials and is President of Youngan Corporation, which operates in real estate and financial investment.

Sangkoo joined the Rotary Club of Saehyang as a charter member in 1987 and served as a Centennial District Governor of D-3650, Seoul North. He served for eight years as co-chair of the Keep Mongolia Green project, planting wind break forests in the Gobi Desert to combat desertification and making 33 trips to Mongolia.

He has traveled extensively in Asia, Africa, Australia, Europe, South America, and the United States (36 countries in total) working on matching grants and global grants Rotary service projects. He has attended Rotary International Conventions since 1989 in Seoul and continuously since Brisbane (a total of 20 plus two virtual conventions together with Eunsun). Sangkoo served as a TRF Trustee and Vice Chair and chaired the Programs Committee and Executive Committee.

He has served as a member of the International PolioPlus Committee, the Fund Development Committee, the Stewardship Committee, and as national chair for PolioPlus of TRF. Sangkoo served as the moderator for International Assembly and E/MGA training. He chaired the RI Seoul Convention Host Organizing Committee and is a member of the Committee for Restructuring for RI and TRF. He currently serves as the chairperson for the Rotary Korea Centennial Committee – the centennial will be celebrated in November 2027 with a goal for 100,000 members.

## **Vision and Goals for Rotary**

Our Vision is Rotary as the Premier Platform for Global Humanitarian Services.

I would like Rotary to be the foremost clearinghouse and information hub acting as a vital connecting conduit for all individuals, institutions, and businesses committed to serving humanity.

Rotary will become the platform for all matters related to humanitarian services, seamlessly integrating and disseminating information, resources, and connections.

Also, by providing easy access and user-friendly platform position Rotary as the primary source of service both online and offline.

This will enhance Rotary's adaptability, boost our participant engagement, and significantly expand our reach.

Our Strength is Serving Humanity.

I would like Rotary to prioritize delivering tangible value to its members through service activities.

At the same time, Rotary should ensure prospective members to experience benefits of service prior to joining Rotary.

I would like Rotary to foster inclusivity by inviting non-Rotarians to participate in our service activities, fund raising, and international events where world renowned speakers are featured.

Our Promise to Empowerment & Simplification

I would like to raise greater regional autonomy delegating more authority and responsibility - and simplify policies and policy documents to make them easily adaptable, relevant with time, resilient, and sustainable so long as they align with our core values, vision, and mission.

I would encourage districts and countries to launch Member Benefit Programs in collaboration with local enterprises, providing tangible monetary benefit to members.

### Our Impetus to Collaborative & Impactful Projects

I would request District Governors to coordinate with their peers to design and implement greater socially impactful humanitarian service projects which will promote Rotary and positively affect multiple communities.

Once Polio Plus is completed, I would like Rotary to launch new signature corporate project to maintain our global recognition, enlist additional partnerships with global institutions and enhance Rotarian's identity.

## 2024 CANDIDATE WRITTEN QUESTIONS

### 1. Leadership

**As part of Rotary’s shift from an annual theme to an annual message, our focus will be on promoting our Action Plan. This is a major culture shift and a demonstration of support for continuity and consistency. Which objective of the Action Plan resonates most with you and, as president, how do you plan to advance the focus on our Action Plan?**

**SY:** The shift from annual theme to annual message promoting action plan is the right thing to do clearly establishing our focus on continuity and consistency.

Within 2 years, AI has but all around our lives and Rotary. As new technological innovations are coming with a lightning speed, “Increase our Ability to Adapt” resonates with me the most. Rotary needs to develop capability to adapt and become relevant by responding accordingly and in timely manner.

I propose Rotary to be the premier Platform of Humanitarian Services where everybody and everything can be connected, engaged, and benefited. Rotary has accumulated experience, knowledge, also has volunteers, credibility, and accountability better than any other volunteer organizations positioning Rotary with a unique opportunity to be the prime leader in all aspects of serving humanity. When established, Rotary will be able to attract new members and be able to sustain with concrete base.

## **2. External and Internal Communications**

**At Rotary, we ask our members and district leadership to engage with the organization in different ways. It is said that it takes about three years between messaging something and it is reaching the general membership. What do you see as your role in making sure that the most important messages reach the general membership.**

**SY:** I must be a diligent communicator, clearly and consistently conveying the core messages through various channels. I saw a past President calling his DGs each night ascertaining personal attention.

I need to be a proactive listener, able to gather feedback from members to understand their concerns. This feedback loop helps refine messages to be more relevant and impactful.

I should be a bridge between leadership and the general membership. Being a reliable information source, I can accelerate the dissemination process.

I must use technology and social media effectively for it can shorten the time it takes for messages to permeate throughout the membership.

I would ask DG's to collaborate in designing and implementing larger scale service projects which resonates with the needs of region with more impact such as youth street basketball competition which will catch attention of media and reach the public with strong and lasting impression.

### **3. Code of Conduct**

**Recently, the Board has had to deal with several examples of Rotarian conduct and behavior that are not aligned with Rotary's global brand and mission. Acting on these cases may take time, but this type of behavior is harmful in the community and causes our members and the general community around Rotary to feel disillusioned. As the President, how would you take a leadership role in addressing issues related to the code of conduct in some parts of the Rotary world? What do you think can or should be done?**

**SY:** Our Board must show no leniency in the case of wanton misconduct by members or clubs. Rotary should be certain of containing detrimental effect to other members and to the communities.

Our legal team should not fear acting or advising the Board to take stern action simply because we are worried about lawsuits filed against us. That would demonstrate weakness. In recent years, we have taken a tough stand in Pakistan and Bangladesh, disfranchising districts. I support this type of action.

As far as stewardship of TRF funds is concerned, there should be no compromise in the stern action we take. Ensuring that members adhere to Rotary's global brand and mission is paramount.

As President, I would lead by example, promoting transparency, accountability, and ethical behavior. Establishing clear guidelines, offering training, and fostering a culture of integrity will help prevent misconduct and maintain the organization's reputation.

#### **4. Governance and Change Management**

**The governance structure of Rotary International has remained unchanged for many years, even though the current governance needs of Rotary International are different from what was needed in the past. What are a couple of changes you believe would be of benefit to Rotary International's governance structure, and how do you see yourself leading efforts to discuss and implement those changes?**

**SY:** In terms of the legislation, COL needs to be more lean and swift. I would ask the Board to do a pilot program in a few volunteer zones to come up with a limited number of representatives to the COL to be more agile and effective.

In respect to the governance hierarchy, Rotary should implement pilot programs to seek out more resilient sustainable system as what we are piloting in Great Britain and zone 8.

I would request the Board to review Rotary constitutional documents and make recommendations to the COL in 2028.

Rotary has evolved for the last 119 years and spread globally to over 1.4million family members. That is the proof of continuity and consistency. And though our leadership changes every year, our fundamental values and identity did not. Keeping the fundamentals intact, Rotary should also seek to improve and continue to evolve with the times.